



Ignify eCommerce



Ignify eCommerce integrates with:

- Dynamics AX
- Dynamics CRM
- Dynamics GP
- Dynamics NAV
- Dynamics SL

Optimized for:

- Responsive Web Design
- Social Media
- Search Engines

Ignify eCommerce Modules:

- Core
- Marketing
- B2B
- Merchandising
- ERP Integration

Ignify eCommerce: Marketing and Promotions

Creating a successful online marketing strategy is crucial toward strengthening your relationship with your customer and increasing revenues.

And using the right software to support your online marketing initiatives is the first important step.

By using the full array of out-of-the-box marketing tools in Ignify eCommerce, businesses gain a comprehensive set of advertising, promotional, and social media tools that advance outreach and brand awareness to both new and existing customer bases.

Special Offers and Promotions

- Create unlimited item, product category, order, and shipping promotions.
- Offer bundled promotions (e.g., “Buy two, get one free!”).
- Add restrictions to promotions based on order size, item, category, or customer/customer category (e.g., special offer for fan club members only).
- Specify the exact time when a promotion will activate or expire.
- Allow promotions to be applied automatically or manually.
- Review sales by promotion reports.
- Offer multiple promotions with a single coupon code (e.g., 15% off on your total purchase along with free ground shipping).



Offering special discounts boosts average order values by grabbing customers' attention and convincing them to spend more than they had originally intended.

Ignify
Igniting Ideas. Delivering Results.

eCommerce Manager

Home Sales Catalog Customers Marketing CMS Returns Basic Settings Administration

Coupon Add/Edit

Add/Edit Discount Coupon

To know more about how Discount Coupons work, click here

- **Item Promotions:** Item promotions are discounts on specific products only. To set it up, you must select
- **Bundled Promotions:** Bundled promotions are linked promotions that require cross selling accessories. discount on the entire order.
- **Order Promotions:** Order Promotions are discounts on whole orders. Usually, the discount (percentage or Example: \$20 off any order of \$100 or more.
- **Storewide Sale:** A storewide sale puts a discount on all SKUs. This is done by having a storewide clearar
- **Shipping Promotions:** Shipping promotions are discounts on shipping and handling fees of an order. The order over \$50.
- **Note:** Please do not change the existing coupon. If you want any change to existing one, Create a new cc

* Name	10% discount on accessories
Description	10% discount on accessories
Page Title	
Meta Keywords	
Meta Description	
* Sort Order	999
* Start Date	03/16/2010 12 AM
* Expiration Date	04/16/2013 12 AM
* Websites	Merchandise Store - http://ecom6.ignify.net/ Gadgets Online - http://ecom1.ignify.net/ Basketball Light - http://ecom3.ignify.net/ Global Apparel - http://ecom7.ignify.net/

Configure unlimited types of coupons and special offers in the Ignify eCommerce Manager Panel across your online stores, and apply any kind of usage restriction or time limitation that you wish.

Marketing Your Promotions

- Strategically market special offers with intelligent site placement (banners, navigation stickers, Deal of the Day, etc.).
- Get higher conversion rates by providing visually pleasing for any category or sub-category.
- Create promotional banners that can click straight into the items or categories being promoted.
- Use design-friendly UI tools to set up banners, such as drag and drop features that dynamically modify the store layout.
- Use promotional stickers in different areas of the storefront, such as in the navigation section or as a floating cart.
- Set up product recommendations on best sellers, featured products, most popular, and new arrivals.
- Offer gift-wrapping or gift messages to customers for purchases.
- Sell gift certificates and gift cards of any denomination to customers with appropriate revenue recognition in your accounting system.
- Email coupons/promotions that link to a specific page to drive visitors to other inventory.
- Create email marketing campaigns with segmented customers, and measure the results.

The image shows a screenshot of an e-commerce website's shopping cart. At the top, there are links for "Sign In", "Register", "Wish List", "Track Order", and "Customer Care: (888) 446-4395". A search bar with "Search by Keyw" is visible. The cart itself is titled "In Your Cart" and contains one item: "Extralasting lipstick-Addicted Lipstick" with a quantity of 1 and a price of \$14.99. Below the item are buttons for "VIEW CART", "FAST CHECKOUT", and "REMOVE ALL". A promotional sticker is overlaid on the cart, featuring an image of an eye concealer and the text "All about eyes concealer 30%Off Current Price : \$25.99". The background of the website shows a navigation menu with "WHATs NEW" and "CLEA", and a "Go to List" button. A small green cart icon with "1 Items" is in the top right corner.

Floating cart promotional stickers display special offers and discounts once a customer adds an item to the shopping cart.

Customer Loyalty Rewards Program

- Provide the chance to earn reward points when your customers perform various actions on the website, and then allow them to redeem those rewards to get discounts.
- Configure different earning rules and reward accruals for specific user actions (e.g., a new customer earns 50 reward points by registering to the website; customers who purchase over \$100 earn 30 reward points; etc.).
- Allow buyers to redeem based on purchase exchange rates (e.g., get \$10 off on every 20 points spent).
- Set up various limitations for reward actions, such as minimum reward points required to redeem; minimum purchase amount required to redeem; maximum rewards points redeemed per order; shipping to be paid by reward points; etc.
- Allow store managers to review earned/redeemed/expired reward points on a monthly basis in a rewards report.
- Enable customers to view and manage their reward points through their personal accounts, and to redeem those points during checkout.

Edit Customer Behavior Earn Rules x

Please edit customer behavior earn rules information below. Click Delete to delete the record, or click Cancel/Close to return back.

<p>Rule details</p> <p>Please enter rule information here. From date means – data is on or after. To date means – date is before.</p>	<p>Rule Name * Award points on registration</p> <p>Rule Description Award points on registration</p> <p>From Date * Feb 10, 2011 </p> <p>To Date * Apr 15, 2012 </p> <p><input checked="" type="checkbox"/> Is Active</p>
<p>Rule conditions</p> <p>Please enter the conditions that should be satisfied to get reward points.</p>	<p>Customer Behavior * Customer Registration </p>
<p>Action</p> <p>Number of reward points to be awarded on satisfying the condition.</p>	<p>Reward Points * 20</p>

* - indicates a required field

Customer loyalty programs are highly effective, widely used marketing campaigns that encourage buyers to make repeated purchases, creating a loyal customer base that will continually choose your business over your competitors.

Have questions? Contact us!

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www.ecommercefordynamics.com

About Ignify

Ignify is winner/finalist of the Worldwide Microsoft Partner of the Year Award in 2014, 2013, 2012, 2011, and 2010, and offers ERP, CRM, eCommerce, Order Management, and Point of Sale solutions based on the Microsoft Dynamics line of products.

Ignify has been included as the fastest growing business in North America for seven years in a row by Inc. Magazine. Ignify has team members worldwide including Los Angeles, Silicon Valley, Seattle, Nashville, Phoenix, Toronto, Manila, Singapore, Kuala Lumpur, Pune, Bangalore, Hong Kong, and Bangkok.

If you would like more information on how to optimize your online sales channel, call (888) IGNIFY5 or email us at ecommerce@ignify.com. Follow our blog at www.blog.ignify.com, or on Twitter [@ignifyecommerce](https://twitter.com/ignifyecommerce).